

**IN THE CLAIMS:**

The following is a complete listing of the claims currently pending in the application:

1. (Previously Presented) A method for selecting an additive for a food product said method comprising the sequential steps of:
  - (a) identifying a demographic group;
  - (b) identifying a plurality of flavor drivers familiar to said demographic group;
  - (c) identifying a desired product concept for said food product;
  - (d) identifying at least one flavor driver as supporting said product concept by consumer testing of the demographic group; and
  - (e) applying the at least one flavor driver identified in step (d) to said food product.
2. (Original) The method of claim 1 wherein said demographic group is defined by a statistical characteristic selected from the group consisting of age, race, sex, income, net worth, marital status, religion and educational attainment of one or more combinations thereof.
3. (Original) The method of claim 1 wherein said flavor drivers are identified by consulting chefs familiar with said demographic group.
4. (Original) The method of claim 1 wherein said desired product concept is visually represented by a concept board.

5. (Original) The method of claim 1 wherein step (d) is accomplished by a consumer test using a concept board, said consumer test comprising the steps of:
- (1) smelling said food product;
  - (2) tasting said food product to solicit a response to the product;
  - (3) comparing said response to said product with a plurality of qualities shown on a concept board;
  - (4) rating said flavor driver to provide a match with said desired product concept.
6. (Original) The method of claim 5 wherein the rating of said food product at step 4 comprises rating the food product for an emotional response.
7. (Original) The method of claim 1 wherein said flavor drivers are applied at step (e) with a flavored oil.
8. (Original) The method of claim 1 wherein said food product comprises a snack food.
9. (Original) The method of claim 8 wherein said snack food comprises a starch based substrate.
10. (Original) The snack food of claim 9 wherein a starch from said starch-based substrate is derived from the cereal group consisting of amaranth, barley, buck wheat, corn, millet, oats, rice, rye, sorghum, and wheat or one or more combinations thereof.
11. (Original) The snack food of claim 9 wherein a starch from said starch-based substrate is derived from a legume group consisting of beans, peas, and lentils or one or more combinations thereof.

12. (Original) The snack food of claim 9 wherein a starch from said starch-based chip substrate is derived from the tubers group consisting of arrowroot and potatoes or one or more combinations thereof.
13. (Original) The method of claim 1 further comprising the step of:
  - f) displaying at least one image or phrase relating to said product concept for product marketing.
14. (Original) The method in claim 13 wherein said image further comprises an illustration or a description of at least one reason to believe ingredient.
15. (Original) A food product selected by the method of claim 1.